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“Save Out Loud” Photo and Video Contest Judging Criteria

Originality and Creativity (30%)
Unique, not derivative of other ideas, pat or cliché
Presents its topic in a fresh, inventive way
Offers unexpected twists or surprises, tells us something new
Emotional Impact of Story (30%)
Projects an underlying tone or personality, e.g. upbeat, hopeful, cynical, cute, regretful, humorous, playful
Conveys personal, aspirational or deeply-felt ideas or elements
Imagery, editing, pacing, music or other elements evoke an emotional response (nostalgia, excitement, outrage, longing, contentment, etc.) from viewer
Supports and Adheres to Savings Theme (30%)
Makes a valuable point or offers an object lesson about saving (relative to the applicant's age) that viewers can take away and apply to their own life
Addresses core concept of saving towards a goal rather than tips for saving money via coupons or promotional deals
“Savings story” is accessible and easily grasped
Overall Quality (10%)
Production values: photo reflects thoughtful framing and composition, making its story clear; video is focused, well-paced, with a clear and audible soundtrack
Aesthetically appealing due to use of visual elements, camera angles, filters, lighting, effects, motion, graphics, titles, audio, etc.